

Huang Jianhai
 Form 3
 November 09, 2009

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
 Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

| | | | | |
|--|---------|--------------------------------------|--|--|
| 1. Name and Address of Reporting Person * | | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol | |
| Â Huang Jianhai | | (Month/Day/Year) | Searchmedia Holdings Ltd [IDI] | |
| (Last) | (First) | 10/30/2009 | 4. Relationship of Reporting Person(s) to Issuer | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| 4B, YING LONG BUILDING,Â 1358 YAN AN ROAD WEST | | | (Check all applicable) | |
| (Street) | | | <input type="checkbox"/> Director | <input type="checkbox"/> 10% Owner |
| | | | <input checked="" type="checkbox"/> Officer | <input type="checkbox"/> Other |
| | | | (give title below) (specify below) | |
| | | | Chief Operating Officer | |
| SHANGHAI,Â F4Â 200052 | | | 6. Individual or Joint/Group Filing(Check Applicable Line) | |
| (City) | (State) | (Zip) | <input checked="" type="checkbox"/> Form filed by One Reporting Person | |
| | | | <input type="checkbox"/> Form filed by More than One Reporting Person | |

Table I - Non-Derivative Securities Beneficially Owned

| | | | |
|---------------------------------|---|--|---|
| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| | | | | | |
|--|--|---|--|--|---|
| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
| | Date Exercisable | Expiration Date | Title | Amount or Number of | |

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| | | | | Shares | | or Indirect (I) (Instr. 5) | |
|-------------------------|------------|--------------|---|--------|-----------|----------------------------------|---|
| Warrants | 10/30/2009 | 10/30/2012 | Ordinary Shares, par value \$0.0001 per share | 2,239 | \$ 0.0001 | D | Â |
| Warrants | 10/30/2009 | 10/30/2012 | Ordinary Shares, par value \$0.0001 per share | 1,586 | \$ 7.8815 | D | Â |
| Restricted Share Awards | 10/30/2009 | Â <u>(1)</u> | Ordinary Shares, par value \$0.0001 per share | 60,784 | \$ 0.0001 | D | Â |
| Restricted Share Awards | 11/30/2009 | Â <u>(1)</u> | Ordinary Shares, par value \$0.0001 per share | 3,377 | \$ 0.0001 | D | Â |
| Restricted Share Awards | 12/31/2009 | Â <u>(1)</u> | Ordinary Shares, par value \$0.0001 per share | 3,377 | \$ 0.0001 | D | Â |
| Restricted Share Awards | 01/30/2010 | Â <u>(1)</u> | Ordinary Shares, par value \$0.0001 per share | 3,377 | \$ 0.0001 | D | Â |
| Restricted Share Awards | 02/28/2010 | Â <u>(1)</u> | Ordinary Shares, par value \$0.0001 per share | 3,377 | \$ 0.0001 | D | Â |
| Restricted Share Awards | 03/31/2010 | Â <u>(1)</u> | Ordinary Shares, par value \$0.0001 per share | 3,377 | \$ 0.0001 | D | Â |
| Restricted Share Awards | 04/30/2010 | Â <u>(1)</u> | Ordinary Shares, par value \$0.0001 | 3,377 | \$ 0.0001 | D | Â |

per share

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|---------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Huang Jianhai 4B, YING LONG BUILDING 1358 YAN AN ROAD WEST SHANGHAI, F4 200052 | Â | Â | Â Chief Operating Officer | Â |

Signatures

/s/ Jennifer
Huang 11/09/2009

**Signature of Reporting Person Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).
 - ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The Restricted Share Awards do not expire.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.